Near Zero Energy Homes
Agenda

How important is training?

What do the agents need training on?

What tools do the agents need?
The importance of training

“I asked these savvy green builders what they believe to the most effective tool to reach home buyers, and they generally pointed to word of mouth efforts through community channels and personal relationships. They found that the more engaged they became in the education of their home buyers about the sustainable features and attributes of their homes, the more passionately enthusiastic the home buyers became.”

Sara Gutterman
CEO
Green Builder ® Media
What do the agents need training on?
What are Near Zero Energy Homes?

Energy Efficient Homes + Solar Electric Technology = Near Zero Energy Homes
Benefits of Near Zero Energy Homes

- Decreased energy needs of an energy efficient home lessens the overall utility demand
- Combined with solar energy generation creates
- Healthier indoor air
- Environmentally friendly homes
- Higher resale value
Solar Electricity

Photovoltaics, PVs, Solar Electric—it’s all the same
How does Solar Electricity Work?
Performance Monitoring & Net Metering

**Monitoring:**
Performance Monitoring software offers up-to-date, easy access to solar system data and performance metrics.

**Net Metering:**
When you generate more than you use, your electric meter spins backward.
Benefits of Solar Electricity

- Simple
- Reliable
- Durable
- Low maintenance
- Good for the environment
- Lower utility bills as much as 60%
- $2,000 Federal tax credit
What tools do the agents need?
Green Rooms

Premier Homes’ Premier Garden
Green Rooms

Ponderosa Homes’ Ironwood
Green Rooms

Treasure Homes’ *Willow Creek*
Green Rooms

Pardee Homes
Extending the Green Room

MasterCraft Homes’ Rimrock Summit – Signage leading to community
Marketing support
## Initial Sales

<table>
<thead>
<tr>
<th>Floor Plan Size</th>
<th>Original Terramor SFD Builder Sales</th>
<th>Original Terramor SFD Builder Sales with PV</th>
<th>Photovoltaic Roofing Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000sf</td>
<td>$562,700</td>
<td>$577,300</td>
<td>2.6%</td>
</tr>
<tr>
<td>2,500sf</td>
<td>$659,200</td>
<td>$675,100</td>
<td>2.4%</td>
</tr>
<tr>
<td>3,000sf</td>
<td>$755,800</td>
<td>$772,800</td>
<td>2.2%</td>
</tr>
<tr>
<td>3,500sf</td>
<td>$852,300</td>
<td>$870,600</td>
<td>2.1%</td>
</tr>
<tr>
<td>4,000sf</td>
<td>$948,900</td>
<td>$968,400</td>
<td>2.1%</td>
</tr>
<tr>
<td>Averages:</td>
<td>$755,780</td>
<td>$772,840</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

Source: Mark Boud, Real Estate Economics and Judi Schweitzer
Re-sales

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<th>Floor Plan Size</th>
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<th>Original Terramor SFD Builder Sales with PV</th>
<th>Photovoltaic Roofing Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000sf</td>
<td>$715,000</td>
<td>$743,100</td>
<td>3.9%</td>
</tr>
<tr>
<td>2,500sf</td>
<td>$866,100</td>
<td>$901,200</td>
<td>4.1%</td>
</tr>
<tr>
<td>3,000sf</td>
<td>$1,017,300</td>
<td>$1,059,300</td>
<td>4.1%</td>
</tr>
<tr>
<td>3,500sf</td>
<td>$1,168,400</td>
<td>$1,217,400</td>
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<tr>
<td>4,000sf</td>
<td>$1,319,600</td>
<td>$1,375,500</td>
<td>4.2%</td>
</tr>
<tr>
<td>Averages:</td>
<td>$1,017,280</td>
<td>$1,059,300</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Source: On-site inspections by Judi Schwitzer; Field audits by Applied Research Services and Real Estate Economics.
Keep in touch!

Principal
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